

ZENITH

DEFY EL PRIMERO 21

THE EL PRIMERO LEGEND IN THE HUNDREDTHS OF A SECOND AGE

Swiss watch manufacturer Zenith is resolutely taking its place in the third millennium with a new 100th of a second chronograph movement. While remaining true to its legendary roots, the 21st century Defy El Primero flaunts standout performance.

With its powerful 44 mm titanium case, Defy El Primero 21 becomes the master of extreme precision. The world's most accurate series-made chronograph in 1969 enters a whole new era. The new watch features a certified in-house movement driving a hundredth of a second display by means of a central hand, with its unique and exclusive dynamic signature of one rotation per second. The chronograph beats at a frequency of 50 Hz, making it ten times faster and more accurate than its illustrious predecessor. Its double-chain structure is based on two regulators, made of Carbon-Matrix Carbon Nanotube composite. The new balance-springs developed by the LVMH group engineers stem from a patented technology that is also a world premiere. The exceptional physical and mechanical properties of this balance-spring with its graphene matrix render it insensitive to temperature and to the influence of magnetic fields, well beyond the known 15,000 Gauss standard, thereby guaranteeing peerless precision in all conditions of use.



Julien Tornare, new CEO of Zenith

"In the next months we will stick to Zenith's DNA and positioning, but we wish to connect this exceptional and authentic Manufacture not only with its great history, but also with its future. Zenith has won 2,333 chronometry prizes and is known for its high-frequency El Primero. We are now introducing Defy El Primero 21, offering 100th of a second timing. It's the most accurate series-made chronograph on the market and it combines Zenith's expertise in terms of technical precision with a more powerful and particularly cool-looking design. This is an historic moment for a brand with such an innovation and a stunning technical achievement."

\$\$\$\$\$ | www.zenith-watches.com

